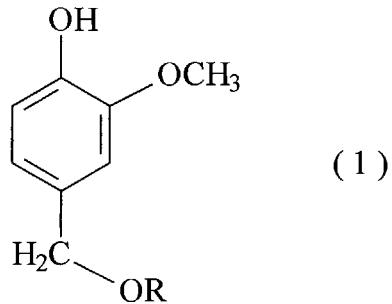


What is claimed is:

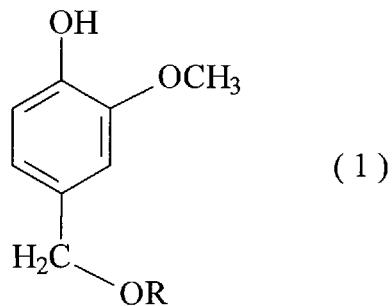
1. A flavor enhancer comprising a vanillyl alcohol derivative represented by General Formula 1:



(wherein R is an alkyl group having 1 to 6 carbon atoms)  
and/or a formed product thereof.

2. The flavor enhancer according to claim 1, wherein R in General Formula 1 is a n-butyl group.

3. A flavor enhancer comprising;  
(A) a vanillyl alcohol derivative represented by General Formula 1:



(wherein R is an alkyl group having 1 to 6 carbon atoms)

and/or a formed product thereof;

- (B) one or more materials selected from sweetenings, salty seasonings, and umami seasonings; and
- (C) a flavor and/or a spice.

4. The flavor enhancer according to claim 3, wherein R in General Formula 1 is a n-butyl group.

5. The flavor enhancer according to claim 3 or 4, wherein the component (C) is at least one kind selected from ginger oleoresin, chili pepper oleoresin, pepper oleoresin, jamboo oleoresin, Japanese pepper oleoresin, gingerone, capsaicin, dihydrocapsaicin, piperine, piperidine, chavicine, spilanthol,  $\alpha$ -sanshool,  $\beta$ -sanshool, sanshoamide, 4-(L-menthoxymethyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(L-menthoxymethyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(L-menthoxymethyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, alkanoic vanillyl amides (wherein the alkanoic acid has 7 to 12 carbon atoms), vanillin alkylene glycol acetals (wherein the alkylene group has 3 to 6 carbon atoms), and ethyl vanillin alkylene glycol acetal (wherein the alkylene group has 3 to 6 carbon atoms).

6. A food or beverage containing any one of flavor enhancers according to Claims 1 to 5.

7. A method for enhancing the flavor of a food or beverage comprising incorporating flavor enhancer into the food or beverage.